



Specs for the thoughtcrime ink design co-ompera-tition

Must be an original design

Remix and re-interpret existing art as you like, but the result **has** to be original. Please don't use other people's art or parts of it, without their explicit "okay." Feel free to collaborate with friends to produce your design.

Not just text or a slogan, please

We love clever slogans. However, this particular design contest is about creating visuals. Feel free, however, to incorporate as much text in your visuals as your wish.

Maximum print area

15" x 20" (38cm x 50cm) print area maximum.

Maximum number of colours in the design

This time around, we're limiting the design to two colours of ink. However, you can achieve effects of more colour by using "half tones" (places where the ink is applied less than 100%). You can also choose a colour of shirt that will add colour to the design.

How to enter your design

Please [log in to the thoughtcrime ink site](#) and use the [design send form](#) to send us an image of your design. You should send us a clear image that should ideally be cropped to 500x500 pixels (the site will accept a larger size and shrink it down). If you don't have Photoshop, or don't

know how to resize your photos or images in Photoshop, [here's a tutorial](#) on how to resize your scan using picresize.com.

Three other important considerations:

- Hang on to your original scan because we will probably ask you to send us a larger copy of the artwork if/when you win!
- Make sure you choose a shirt colour or two that work for the design. We are printing black, army green, white, navy blue and red shirts on Justshirts stock. All other colours we print on American Apparel (see their colour selections at <http://store.americanapparel.net/2001.html>). All colours are available for female and male gender cuts of shirt.
- You must provide us with a sense of the placement on the shirt. The best way is to use one of the photos of our [blank-shirt wearing friends](#) if you are good with the Photoshop-wrangling stuff.

We intend to make this contest as technologically barrier-free as possible, so time permitting, we can try to help out if you are a brilliant woodcut artist who has never touched a computer. Otherwise, please use our forms – it makes running the whole contest way easier on our end if you do your part! If something isn't working, please email design@thoughtcrimeink.com to let us know.

Reasons for getting your design declined

It isn't you, honest. There are just some restrictions etc. because some things won't work for this contest or make it too complicated to run. We are looking at getting our own press sometime in the next year, so we may be able to expand options next time around. If you have any questions about these limitations please ask! Email design@thoughtcrimeink.com with your questions.

If your design goes over the colour limit (of two colours)

At the moment, we have a measly maximum of 2 colours for printing in a t-shirt design. Each variation of a color "counts" toward the limit, so you can't send us red and cranberry in a design and say that that's red. Black ink and white ink also count as "colours."

Solutions if you want more colour:

Use "half tones" (areas of the shirt where the ink will be printed but not to the same intensity); use an interesting shirt colour for a background; simplify your choices of colours. Things can "look" more colourful if you are inventive with these.

If your design is too large

The design should be contained within a 15" x 20" (38cm x 50cm) area. We don't have belt printing available right now, so we can't do those "all over the shirt" kinds of designs yet.

Solution: errrr.... let restrictions power your creativity. Something like that.

If we don't know how the design is intended to be placed (or other information is missing)

It's super super handy if you use our blank-shirt wearing friends and electronically plunk your design on their shirts if you know how to do that. But if you don't, we need to have some indication of how the design is placed.

Solution: there's a spot in the design form where you can describe the placement.

The artwork contains copyrighted material

While we are anti-copyright and love ripping off pop culture for all kinds of purposes, we have other crazier battles to fight than copyright issues with corporations. Keeping in mind the goal of this competition is to fundraise for the bookfairs, we may decide that a design might invoke legal action from a copyright-owning corporation, and (sadly) decline your submission.

Solution: do a totally original design, or do the ripoff more subversively.

The artwork contains an image (or person) used without permission

There are loads of lefty and anarchist designers, artists and illustrators out there for inspiration but it is really not cool to just snag one of their images and submit it.

Solution: get permission, or again, do your own original design.

The artwork is just graphics from the Spunk archive, the IWW archive or other public domain graphics site

Again, the idea for this competition is to do original art as much as possible.

Solution: If you're looking simply to have some of the stuff from Spunk on a shirt, there are many more direct ways to have that happen, like cafepress.com.

The artwork is just a slogan

We love texts and slogans. We might have a slogans contest at some point in the future, but this isn't it. A slogan as part of the design is completely cool however.

Solution: come up with graphics and imagery around the text.

Image quality isn't good enough

If you aren't working electronically, you're going to be able to need to scan the artwork to send it to us. Make sure to save your original art, and also save a hi-resolution scan of your artwork at the original size. We need a good scan to work from your art to make it into a t-shirt. If you are working electronically in Photoshop or whatever, make sure you are working at your design at actual size and at least 150 pixels per inch.

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